



KSNV

Orders

Order / Rev:	101894
Alt Order #:	06815352
Product Desc:	OCEGUERA 4 CONGRESS
Estimate:	1188
Flight Dates:	10/23/12 - 10/29/12
Original Date / Rev:	05/21/12 / 10/30/12
Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency

Name:	GMMB, Inc./ Washington D.C.
Buying Contact:	
Billing Contact:	
	Washington Harbor
	Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	Ocegüera for Congress <i>Revised</i>
Demographic:	A35+
Product Codes:	PLC02
Priority:	1
Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru:	
Order Separation:	00:05:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	22	\$19,355.00	\$16,451.75
10/29/12	10/29/12	11	\$7,180.00	\$6,103.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	22	\$19,355.00	\$16,451.75	0.00
November 2012	11	\$7,180.00	\$6,103.00	0.00
Totals	33	\$26,535.00	\$22,554.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

KSNV	20%	\$26,535.00
Market	100%	\$132,675.00

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$34,495.50
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$27,861.75
KTUD	1%	\$1,326.75
KVVU	22%	\$29,188.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$13,267.50

[illegible]

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 Estimate: 1188

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	KSNV	10/23/12	10/29/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
TODAY SHOW REV RATE & FREQ. TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	4		\$900.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	KSNV	10/23/12-10/29/12		Today Show	658a-9am		MTWThF----	:30	(\$900.00)	0.00	NM				
See MG 3.6,3.7,3.8 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
4	KSNV	10/23/12-10/29/12		Today Show	658a-9am		MTWThF----	:30	(\$900.00)	0.00	NM				
See MG 3.6,3.7,3.8 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
5	KSNV	10/23/12-10/29/12		Today Show	658a-9am		MTWThF----	:30	(\$900.00)	0.00	NM				
See MG 3.6,3.7,3.8 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
6	KSNV	10/23/12-10/29/12		Today Show	658a-9am		MTWThF----	:30	\$900.00	0.00	NM				
Ⓜ MG for 3.2,3.5,3.4 [Revised Rate to Reinstate]															
7	KSNV	10/23/12-10/29/12		Today Show	658a-9am		MTWThF----	:30	\$900.00	0.00	NM				
Ⓜ MG for 3.2,3.5,3.4 [Revised Rate to Reinstate]															
8	KSNV	10/23/12-10/29/12		Today Show	658a-9am		MTWThF----	:30	\$900.00	0.00	NM				
Ⓜ MG for 3.2,3.5,3.4 [Revised Rate to Reinstate]															
E 9	KSNV	10/23/12	10/29/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
NEWS 3 AT NOON REV RATE NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	2		\$425.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	10/23/12-10/29/12		Noon News	12-1230pm		MTWThF----	:30	(\$425.00)	0.00	NM				
See MG 9.3 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	10/23/12-10/29/12		Noon News	12-1230pm		MTWThF----	:30	\$425.00	0.00	NM				
Ⓜ MG for 9.1 10/23 [Revised Rate to Reinstate]															
E 10	KSNV	10/23/12	10/29/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	3	\$325.00	1	0.00	NM	2	\$650.00
THE DOCTORS REV RATE THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	3		\$325.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
3	KSNV	10/23/12-10/29/12		The Doctors	2pm-3pm		MTWThF----	:30	(\$325.00)	0.00	NM				
See MG 10.4 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
4	KSNV	10/23/12-10/29/12		The Doctors	2pm-3pm		MTWThF----	:30	(\$325.00)	0.00	NM				
Ⓜ Unresolved [NEWS INTERRUPT - MICHELLE OBAMA SPOKE]															
E 12	KSNV	10/23/12	10/29/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
DR. PHIL REV RATE, FREQ DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	2		\$450.00		0.00						

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 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	KSNV	10/23/12	10/29/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
DR. PHIL REV RATE, FREQ DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	2		\$450.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	10/23/12-10/29/12		Dr. Phil	3-4p		MTWThF----	:30	(\$450.00)	0.00	NM				
See MG 12.4, 12.5 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	10/23/12-10/29/12		Dr. Phil	3-4p		MTWThF----	:30	(\$450.00)	0.00	NM				
See MG 12.4, 12.5 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
4	KSNV	10/23/12-10/29/12		Dr. Phil	3-4p		MTWThF----	:30	\$450.00	0.00	NM				
Ⓜ MG for 12.3, 12.1 [Revised Rate to Reinstate]															
5	KSNV	10/23/12-10/29/12		Dr. Phil	3-4p		MTWThF----	:30	\$450.00	0.00	NM				
Ⓜ MG for 12.3, 12.1 [Revised Rate to Reinstate]															
E 13	KSNV	10/23/12	10/29/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	MTWTF--	:30	3	\$725.00	1	0.00	NM	3	\$2,175.00
FIRST NEWS 3 AT FOUR REV TP & RATE FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	3		\$725.00		0.00						
E 15	KSNV	10/23/12	10/29/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	4	\$1,200.00	1	0.00	NM	4	\$4,800.00
EARLY NEWS REV RATE & FREQ. EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	4		\$1,200.00		0.00						
E 16	KSNV	10/23/12	10/29/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
JEOPARDY REV RATE & FREQ. JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	2		\$1,300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
5	KSNV	10/23/12-10/29/12		M-F Jeopardy	630-7pm		MTWThF----	:30	(\$1,300.00)	0.00	NM				
See MG 16.6 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
6	KSNV	10/23/12-10/29/12		M-F Jeopardy	630-7pm		MTWThF----	:30	\$1,300.00	0.00	NM				
Ⓜ MG for 16.5 10/25 [Revised Rate to Reinstate]															
E 17	KSNV	10/23/12	10/29/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
WHEEL OF FORTUNE REV RATE & FREQ. WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	2		\$1,300.00		0.00						

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E 17	KSNV	10/23/12	10/29/12	M-F Wheel M-F Wheel of Fortune WHEEL OF FORTUNE REV RATE & FREQ. WHEEL OF FORTUNE	CM	7-730pm	MTWTF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/23/12 10/29/12 MTWTF-- 2 \$1,300.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 2 KSNV 10/23/12-10/29/12 M-F Wheel 7-730pm MTWThF---- :30 (\$1,300.00) 0.00 NM See MG 17.5, 17.6 [Below LUR-LUR is \$260]															
4 KSNV 10/23/12-10/29/12 M-F Wheel 7-730pm MTWThF---- :30 (\$1,300.00) 0.00 NM See MG 17.5, 17.6 [Below LUR-LUR is \$260]															
5 KSNV 10/23/12-10/29/12 M-F Wheel 7-730pm MTWThF---- :30 \$1,300.00 0.00 NM Ⓜ MG for 17.4, 17.2 [Revised Rate to Reinstate]															
6 KSNV 10/23/12-10/29/12 M-F Wheel 7-730pm MTWThF---- :30 \$1,300.00 0.00 NM Ⓜ MG for 17.4, 17.2 [Revised Rate to Reinstate]															
E 22	KSNV	10/23/12	10/29/12	M-F News 3 at Eleven M-F News 3 at Eleven NEWS 3 NIGHTSIDE REV RATE & FREQ. NEWS 3 NIGHTSIDE	CM	11pm-1135pm	MTWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/23/12 10/29/12 MTWTF-- 2 \$1,200.00 0.00															
E 23	KSNV	10/27/12	10/27/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven NEWS 3 NIGHTSIDE REV RATE NEWS 3 NIGHTSIDE	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 -----S- 1 \$1,100.00 0.00															
E 24	KSNV	10/28/12	10/28/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven NEWS 3 NIGHTSIDE REV RATE NEWS 3 NIGHTSIDE	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 -----S 1 \$1,100.00 0.00															
E 25	KSNV	10/23/12	10/29/12	The Tonight Show Tonight Show TONIGHT SHOW W/ JAY LENO REV RATE & FREQ TONIGHT SHOW W/ JAY LENO	CM	1135p-1237a	MTWTF--	:30	1	\$500.00	1	0.00	NM	0	\$0.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/23/12 10/29/12 MTWTF-- 1 \$500.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 3 KSNV 10/23/12-10/29/12 The Tonight Show 1135p-1237a MTWThF---- :30 (\$500.00) 0.00 NM See MG 25.4 [NOT AVAILABLE RATE] NOT AVAILABLE RATE															
4 KSNV 10/23/12-10/29/12 The Tonight Show 1135p-1237a MTWThF---- :30 (\$500.00) 0.00 NM Ⓜ Unresolved [NOT AVAILABLE RATE] NOT AVAILABLE RATE															
N 28	KSNV	10/23/12	10/29/12	Today-AN Today-AN ADD TODAY	CM	205a-304a	MTWTF--	:30	2	\$30.00	4	0.00	NM	2	\$60.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/23/12 10/29/12 MTWTF-- 2 \$30.00 0.00															
													Totals	33	\$26,535.00